

#### ABSTRACT OF THE DISCLOSURE

The present invention provides a method for forming an azo colorant by reaction of a diazo compound and a coupler. The coupler has a leaving group at the coupling position thereof, such that a coupling reaction rate is faster than it would be if the coupler did not have the leaving group. The coupling reaction rate constant  $k$  is preferably  $0.1 (s^{-1})$  or more.